

Springs Municipal Advisory Council
Minutes of the Meeting
June 25, 2019

1. Call to Order: 6:35pm
Pledge of Allegiance

Roll Call: Chair Lely

Present: Vice Chair Iturri, Paz, Conlan, Goldman, Lombard, Willett

Alternate: Anderson

Absent: Wheatley

Supervisor Gorin in attendance

2. **Approval of Minutes of May 28, 2019.** Vice Chair Iturri moved to approve Minutes. Seconded by Chair Lely. Motion passed unanimously.

3. **Public Comment:**

(Limited to items not appearing on the agenda)

Tom Conlan, Robinson Rd., announced an event, June 28, in Sacramento. The State Transportation planners leading a walking tour of their visions to improve bicycle safety & access on city streets. 10:30am at State Capital. To carpool w/ Tom, meet 18850 Robinson Rd.

Seth Dolinsky, Director of Springs Hall, brought up several issues for consideration for future Springs MAC agendas: illegal dumping going on at Hall, vandalism, seeking solutions from county for large items, how to get them to the dump; the Springs Farmers Market failing due to lack of support, improvements to the plaza would help; need more community volunteers for Hall.

PC Closed 6:41

4. **Study Session – Facilitated by Oscar Chavez and Kellie Noe of Sonoma County Health and Human Services**

Chair Lely described structure of meeting. Will be working towards Action Plans on Mission Statement, and Priorities and Goals.

Oscar: recapped last month's meeting, mentioned meeting with Chair, Supervisor Gorin and staff. Described Study Session process. Interactive to maximize participation. Directed attendees to seat four to a table.

Kellie: directed Council and Supervisor Gorin to also sit at the tables and for everyone to label their name plates. Goals: to finalize and take action on the Mission Statement; Confirm purpose and agreements; Clarity around short term goals; Fine tune Priorities and actions.

Recognized that community engagement is essential. Looking to increase involvement.

Kellie described her background: 15 years in community programs, planning and evaluation, organizational development. 9 years in County.

Explained Purpose and Authority of SMAC, in partnership w/ Board of Supervisors, Supervisor Gorin. Understanding community needs, bringing them to County to create positive change.

Pointed out contents of **By Laws**.

Springs MAC will make recommendations to the BoS and other County decision makers through the District Supervisor on the following:

Use Permit Applications and planning topics when referred by SVCAC

Prioritization of transportation and transit improvements when requested by the District Supervisor

Health and human safety net services, issues when requested by the District Supervisor

Community projects such as art, clean ups and vegetation planting when requested by District Supervisor

Additional topics requested by the District Supervisor

*The **Duties** – hold regular open public meetings; study and analyze the Advisory topics; inform District Supervisor of issues; provide advisory recommendations and annual reports to BoS; comply with SVCAC Policies and procedures.*

Mentioned Operating Principles

First Exercise: Kellie began exercise by directing attendees to write what defines Purpose. And also what does NOT define Purpose. Would not be answering these questions tonight, will answer later and post on website.

Kellie asked for reports/key questions from tables. Oscar recording comments. Post it Notes collected for review.

Chair Lely: how to identify Health & Human services? Listen to community, take action as intermediary between County & community. Transportation is straightforward. What MAC does NOT do is land use or create public policy.

Commissioner Paz: questions about planning and broader objectives, process of SVCAC structures; Self-governance for Springs, what would it look like? How to collect info on community needs/concerns. How to differentiate issues between MAC and County. Current goals and actions need more strategic planning.

Vice Chair Iturri: how to influence policy; be an effective grassroots group; keep current initiatives in sight; increase diverse community participation and social media use

Second Exercise: Kellie introduced exercise for Mission Statement. Results of first exercise on Purpose & Authority criteria will be carried into next discussion. Recognized Ad Hoc committee work on MS. Now working towards final feedback with input from public meeting. Council will have opportunity to hold separate evaluation, vote at end on final MS.

Guidelines for Mission Statement:

Who - what - why - and how

Value proposition

Origin story, why you started

Grab their attention

Short and sweet

Don't use jargon

Started with Mission Statement draft from last meeting (after Ad Hoc edit):

The Mission of the Springs Municipal Advisory Council is to create a representative voice for the collection of unincorporated communities in Sonoma Valley, known as The Springs. We pledge to use this voice to represent the aspirations and needs of the community of the Springs to the Sonoma County Board of Supervisors, the first District Supervisor, and wherever our communities' voices need to be heard.

We acknowledge the inherent nature of biases and therefore are committed to engaging with the community in active listening and open conversations where all voices will be heard. We are committed to respect, honor and protect the rich diversity of our community including, but not limited to race, ethnicity, income levels, age, sexual and gender orientation, religious beliefs, or differential ability.

Kellie described exercise. Each table will use MS Worksheet. She gave examples of MS from other associations.

Q: Do other MACs have Mission Statements? Supervisor Gorin, yes, District 5 MAC, and they are also struggling with community outreach & strategic planning. MS samples can be found online. Encouraged Council to persevere.

Kellie directed group to work on MS Worksheet to create new MS, individually at first then collectively edit final version. Her research shows the average MS is 29 words. This one 50 words. Some organizations have a Mission Statement, then also a Values/Principles Statement.

New versions of Mission Statements are analyzed at each table. Drafts written on large paper panels and presented to attendees. Voting ensued. Final count – MS Number Four chosen.

New Mission Statement:

Springs Municipal Advisory Council represents the people of the Springs and Sonoma Valley and is the voice of the community to elected representatives. Springs MAC is committed to engaging with all community members in meaningful and inclusive ways to promote the health and well-being of the Springs.

B. PRIORITIES and GOALS

8:05pm Kellie requested a process check. Whether to continue with Agenda, or due to time constraints continue the Priorities and Goals process at next month's meeting.

Councilperson Goldman requested a synopsis for P & G.

Kellie, prioritize goals and take action. Acknowledge the work of the Ad Hoc Committee. Would walk through process to review criteria to establish "SMART" Goals, revisit Mission Statement, revisit Purpose and Authority. What does success look like? Establish top three

goals (6 months to 1 year) vote on top goals. Plan action steps.

Comments:

- good idea to wait so more people can attend.
- Mario, how would Hispanic community feel about the Mission Statement, Goals, etc.? Get the new MS translated.
- put final MS in SIT with press release.

Kellie announced agreement to wait till next month to workshop Goals & Priorities.

Reviewed the “SMART” goals for success list, i.e. Be Specific. Measureable. Attainable/Achievable, Relevant, Timely. Recommended the Council review these and brainstorm.

Councilperson Goldman requested completion of MS be counted as Goal. Kellie agreed and confirmed significance.

Council returned to front table at 8:17.

Chair Lely called for motion to adopt the new Mission Statement. Councilperson Goldman made a motion to accept new Mission Statement. Councilperson Conlan seconded.

Roll Call vote, Chair Lely, yes

Vice Chair Iturri, yes

Councilperson Paz, yes

Councilperson Conlan, yes

Councilperson Goldman, yes

Councilperson Lombard, yes

Councilperson Willett, yes

Mission Statement is unanimously approved.

Item B will be on July Agenda, with more discussion on Springs MAC do’s and don’ts.

5. Community Event Announcements

Chair Lely, attended Law Enforcement meeting at Hannah Boys Center. Good overview of Valley crime. Happy to hear it is a safe community. Overall crime in Valley is down. Increase in thefts and vandalism/graffiti. Community involvement with Law Enforcement increased. Mentioned recent Springs activity, pending, Neighborhood Watch programs supported.

Supervisor Gorin thanked attendees at Law Enforcement meeting. Important to discuss resource use in emergencies. But no Hispanics or youth present. She will sustain dialog with Law Enforcement and community to improve diversity. Community concerned about deportation issue. Thanked Council for good work on strategic planning and MS.

Councilperson Goldman, appreciated the Law Enforcement meeting, thanked Susan Gorin for producing. Mentioned conversation with Sherriff, wants to visit the Springs MAC. Avram suggested Council go to La Luz and teen center and find the young people, and have their comments translated into English.

Councilperson Lombard, shout-out for Springs Farmers Market, Sunday, 10-2.

Councilperson Conlan went to third City housing meeting. Two tables of teenagers with their teachers, a school project. Their perspectives different. Springs MAC could reach out to the schools. Also attended Springs Community Alliance meeting, pot luck, had younger generation present. Goal was to form committees, find new leadership. How will SCA work with Springs MAC? People signed up for committees.

Chair Lely mentioned Student Leadership Program.

Councilperson Paz, flyers for La Luz community forum re immigration and new changes in Law Enforcement policies, Wednesday, June 26, presentation and discussion with immigration lawyers, Rapid Response.

6. Consideration of Future Agenda Items

Chair Lely, Goals and Priorities. Including Kellie and Oscar's input on MAC purpose. Suggested they keep the next meeting to this one agenda item.

Councilperson Goldman asked to include requirements for community members of Ad Hoc committees on agenda. Chair Lely, agreed.

7. Meeting adjourned unanimously at 8:33pm

Materials related to an item on this Agenda submitted to the Sonoma Valley Citizens Advisory Commission after distribution of the agenda packet are available for public inspection in the Board of Supervisors' Office located at 575 Administration Drive, Room 100-AI, Santa Rosa, CA, during normal business hours.

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